

## **REMARKS**

Claims 31 – 52 are currently pending, and the Office Action mailed May 1, 2008 rejected all Claims. Specifically, Claims 41 – 52 were rejected under 35 U.S.C. 112 and 35 U.S.C. 101. The Applicant has cancelled these claims, and rewritten them to overcome these rejections as new Claims 53 – 63, such that Claims 53 – 63 generally correspond to previous Claims 41 – 51. It is believed that these newly drafted claims address the issues with the original claims. A typographical error was also noted in Claim 31, and the Applicant has amended the claim to correct this error.

In addition, Claims 31 – 52 were rejected under 35 U.S.C. 103(a) as being unpatentable over Suzuki et al. (U.S. Publication No. 2003/0078833), in view of the Examiner's Official Notice.

According the apparatus and method of the present claims, messages are transmitted to the customers by the company manager, instead of the salesperson directly in charge of the customers. As described in detail below, the specific claim limitations of the present invention are not disclosed or reasonably suggested by Suzuki.

With respect to independent Claim 31, Suzuki fails to disclose “at least one of said company databases is owned by a service provider; at least one of the salesperson tables of the company database of said service provider is correlated with the totality of customer tables correlated with the salesperson tables of the totality of said company databases, inclusive of said company database of said system provider, by said selection registration table” as claimed. The Office Action cites Fig. 3 and states that, in addition, it is obvious as merely have known elements as supporting this limitation, but it is clear that Fig. 3 merely illustrates “data structures of the MR table 312, the selective

registration table 314 and the client table 318, and reference relations between them.”

[para. 0067] The description of Suzuki fails to describe that one of the company databases is assigned to (owned by) a service provider, and that a company database is assigned to a customer of the service provider (i.e. a pharmaceutical manufacturing company). Moreover, Suzuki fails to disclose the specific limitation that a salesperson table of the company database is correlated with a totality of the customer tables.

Claims 31, 53, and 63 claim correlating customer tables with the salesperson tables of company managers. Suzuki fails to describe this limitation. The Office Action appears to cite Suzuki para. 0121, however, this citation merely states that a manager can view statistical information about clients response rates, and does not disclose this limitation.

Furthermore, with respect to Claims 31, 53 and 63, Suzuki fails to disclose an “acknowledge message” as claimed, and more particularly the limitation that after receiving the acknowledge message, transmitting the messages to the customer extracted by the company manager, under the preset receiving conditions from the customer tables of their own company, instead of salespersons directly in charge of the customers, and to the salespersons terminal devices correlated with the customers.

The Office Action has failed to specifically state what in Suzuki corresponds to the present “acknowledge message.” Moreover, there is no description of transmitting the messages to the customer extracted by the company manager, after receipt of the acknowledge message.

Thus, it is now believed that the present claims are in condition for allowance. If the Examiner believes that a telephone conference would expedite the prosecution of this

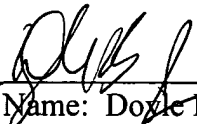
case, the Examiner is requested to contact the undersigned attorney at the below-listed number.

The Commissioner is hereby authorized to charge any fees (or credit any overpayment) associated with this communication and which may be required under 37 CFR §1.78 to Deposit Account No. 50-2603, **referencing Attorney Docket No. 352738.00800. A duplicate sheet is attached.**

Respectfully submitted,

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